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# CONTENTS

INTRODUCTION	2
PARKING DEMAND	4
Effectiveness of downsizing	4
Factors affecting parking demand	7
Predicting parking space occupancy	8
Social costs of on-street parking	10
Optimising revenues of airports	11
PARKING CHOICE BEHAVIOUR	13
Influence parking choice behaviour	14
Effects of AVs on parking choice	15
Parking choice and social influence	26
PARKING AS MOBILITY TOOL	28
The effect of parking measures	28
Lessons from policy implementation	31
Smart mobility: a strategic solution	32
PARKING AND ELECTRIC VEHICLES	34
Car Park Power Plant	34
Charging EVs at the workplace	38

# OPTIMISING REVENUES OF AIRPORTS

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## **Optimising non-aeronautical revenues of airports: the case of Rotterdam The Hague Airport**

This study examines the possibilities of optimising non-aeronautical revenues of Rotterdam The Hague Airport. This is done by assessing the price elasticities for all different segments over the years 2013 -2017.

Results indicate that price adjustments can be made to increase non-aeronautical revenues.

The overall price elasticity for parking on the airport is -1.13. This elasticity coefficient lies above unit elasticity, due the busiest months of the year.

In these months, relatively more leisure travellers, which are price elastic, are travelling via the airport.

Therefore, increasing the price in the busiest months is desirable due to possible capacity problems at the airport. In all other months, an increase of the price would result in an increase of revenues, due to the relatively inelastic coefficients of these months.



